

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

For Members
Only

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Next Issue of Letter Will Be Convention Issue

This issue of the INFORMATION LETTER is the last before the 1954 Convention in Atlantic City. The next scheduled issue will be the Convention Issue, which will be published as soon as possible after adjournment of the Convention.

The Convention Issue will reproduce texts of addresses made at the program sessions, and will report on the meetings of the N.C.A. Board of Directors.

It is suggested that canners interested in receiving copies of the papers presented at the various sessions withhold their requests until after receipt of the Convention Issue. At that time, separate reprints of most of the papers will be available.

Printed Convention Program, Telephone Directory Issued

The three sponsor associations have had printed a Convention Room Directory, and the N.C.A. has issued a Convention Program. Both will be distributed at Atlantic City next week for use at the 1954 Convention.

The Convention Program contains a daily schedule of canners meetings, C.M.&S.A. meetings, social affairs, and other events to be held in Atlantic City during the period January 20-27.

The Convention Room Directory is an over-all listing of (1) names of member firms of the N.C.A. and their headquarters rooms; (2) room locations of state, regional, and commodity canners associations; (3) names of member firms of the N.F.B.A. and their hotel locations; and (4) names of member firms of C.M.&S.A. and their headquarters rooms, together with booth locations of exhibitors.

The N.C.A. Information Division supervised production of both publications.

Pesticide Residues

Representative Miller (Nebr.) has introduced a new bill, H. R. 7125, to establish a procedure whereby the Food and Drug Administration may promulgate tolerances for pesticides in foods.

President Proposes More Liberal Use of Marketing Agreements and Orders

President Eisenhower on January 11 sent to Congress a message presenting a new agricultural program. The President's recommendations with respect to fruits and vegetables call for Congressional action permitting more liberal use of marketing agreements and orders.

The exact meaning of the President's proposals is not clear. However, the only possible major change liberalizing present law would be to authorize marketing orders to cover processing crops.

The President's message thus gives added importance to the scheduled address by Secretary Benson at the N.C.A. Annual Meeting in Atlantic City on Saturday, January 23.

Following is the portion of the President's message setting forth the administration recommendations on fruits and vegetables:

"Existing law authorizes the use of 30 percent of general tariff revenues to encourage the exportation and domestic consumption of agriculture commodities. In the event of market distress these funds may be used for limited purchases of market surpluses of such perishable commodities as fruits and vegetables. No purchases may be undertaken unless outlets are available.

"It is recommended that—

"First. Present provisions for the use of funds from tariff revenues be continued.

"Second. Authorization for the use of marketing agreements be continued and liberalized to—

"(a) provide for inclusion of additional commodities to which marketing agreements are adapted;

"(b) enlarge and clarify the authorization for agencies established under marketing orders to engage in or finance, within reasonable limits, research work from funds collected pursuant to the marketing order;

"(c) provide for the continuous operation of marketing agreements, despite short-term price variations, where necessary to assure orderly distribution throughout the marketing season; and

"(d) enlarge and clarify the authorization for the use of marketing orders to promote marketing efficiency, including the regulation of containers and types of pack for fresh fruits and vegetables."

On the surface, the President's recommendation for liberalizing the use of marketing agreements is meaningless, because present law does not limit the commodities that may be the subject of a marketing agreement.

In the proposal for authority for marketing orders regulating "containers and types of pack for fresh fruits and vegetables," it is not clear whether the word "fresh" has any special meaning or whether this phrase may intend to include processing crops.

The President said in his message to Congress that his recommendations

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Fertilizer Removal by Canning Crops and Competing Crops

umerous requests have been received by the N.C.A. Raw Products Research Bureau for information on the amount of plant fertilizer elements removed from the soil by canning crops in comparison with competitive field crops. In response, a table showing this comparison has been prepared by the Bureau.

The table has been printed on paper that can be punched for insertion in a standard size 8½" x 11" ring field notebook, and copies have been mailed to persons who regularly receive copies of the "Raw Products Research Notes."

Canners who desire copies of the table on fertilizer removal by canning crops may obtain them upon request to the N.C.A. Raw Products Research Bureau.

Schedule of Principal Events of the 1954 Convention

(Subject to Revision and Addition)

Wednesday, January 20

- 2 p.m.—Meeting of N.C.A. Labeling Technical Advisory Subcommittee, Chippendale Room, Hotel Traymore
6:30 p.m.—Meeting of N.C.A. Home Economics Committee, Pine Room, Hotel Traymore

Thursday, January 21

- 9:30 a.m.—Meeting of N.C.A. Budget Committee, Room 1007, Hotel Traymore
12:30 p.m.—Meeting of N.C.A. Administrative Council, Club Room, Hotel Traymore
2 p.m.—Meeting of Catsup Manufacturers, Mandarin Room, Hotel Traymore

Friday, January 22

- 10 a.m.—Meeting of N.C.A. Board of Directors, Rose Room, Hotel Traymore
12 m.—Luncheon Meeting, C.M.&S.A. Board of Directors, West Room, Claridge Hotel
12:30 p.m.—Luncheon Meeting, N.C.A. Board of Directors, Rose Room, Hotel Traymore
12:30 p.m.—Luncheon Meeting, N.C.A. Convention Committee, Rose Room, Hotel Traymore
1:30 p.m.—Meeting of N.C.A. Labeling Technical Advisory Committee, Pine Room, Hotel Traymore
5 p.m.—Meeting of N.C.A. Labeling Committee, Chippendale Room, Hotel Traymore
5 p.m.—Annual Meeting of The Forty Niners, Board Room, Claridge Hotel
6 p.m.—Cocktail Party for The Forty Niners, Park Lounge, Claridge Hotel
6:30 p.m.—Dinner for State Secretaries, Mandarin Room, Hotel Traymore
7 p.m.—Dinner, N.C.A. Labeling Committee, Pine Room, Hotel Traymore
7:30 p.m.—Past Presidents Dinner, Canning Machinery and Supplies Association, West Room, Claridge Hotel
8 p.m.—Meeting of N.C.A. Resolutions Committee, Chippendale Room, Hotel Traymore

Saturday, January 23

- 9 a.m.—Meeting of N.C.A. Nominating Committee, Rose Room, Hotel Traymore
9:30 a.m.—Business Meeting (morning session) of National Food Brokers Association, Grand Ballroom, Convention Hall
10 a.m.—N.C.A. Annual Meeting (Opening Session), American Room, Hotel Traymore
10 a.m.-5:30 p.m.—Canning Machinery and Supplies Exhibit, Convention Hall
12:30 p.m.—Meeting of N.C.A. Claims Committee, Pine Room, Hotel Traymore
2 p.m.—N.C.A. Annual Meeting (Closing Session), American Room, Hotel Traymore
2 p.m.—Business Meeting (afternoon session) of National Food Brokers Association, Grand Ballroom, Convention Hall
5 p.m.—Drawings for attendance awards, Canning Machinery and Supplies Association, Convention Hall
6 p.m.—Old Guard Cocktail Party, West Room and Park Lounge, Claridge Hotel
6:30 p.m.—Meeting of N.C.A. Raw Products Committee and Technical Advisory Committee, Chippendale Room, Hotel Traymore
7 p.m.—Old Guard Buffet Supper, Trimble Hall, Claridge Hotel
8 p.m.—N.C.A. Research Advisory Council Smoker, Club Room, Hotel Traymore

Sunday, January 24

- 8:30 a.m.—Meeting of N.C.A. Legislative Committee, Club Room, Hotel Traymore
9 a.m.—Meeting of N.C.A. Statistics Committee, Sun Deck, Hotel Traymore
9:30 a.m.—N.C.A. Canning Problems Conference, Rose Room, Hotel Traymore
10:30 a.m.—Annual Meeting, Canning Machinery and Supplies Association, Room B, Convention Hall
1-5:30 p.m.—Canning Machinery and Supplies Exhibit, Convention Hall
1:30 p.m.—Meeting of Canning Industry Research, Inc., Pine Room, Hotel Traymore
2 p.m.—N.C.A. Marketing Session, American Room, Hotel Traymore
2 p.m.—N.C.A. Fishery Products Conference, Stratosphere Room, Hotel Traymore
2 p.m.—N.C.A. Raw Products Conference, Rose Room, Hotel Traymore
5 p.m.—Drawings for attendance awards, Canning Machinery and Supplies Association, Convention Hall
8:30 p.m.—An Evening of Music by Fred Waring, sponsored by the Canning Machinery and Supplies Association, Warner Theater, Boardwalk

Monday, January 25

- 9 a.m.—N.C.A. Raw Products Conference, Rose Room, Hotel Traymore
9:30 a.m.—N.C.A. Canning Problems Conference, American Room, Hotel Traymore
10 a.m.-5:30 p.m.—Canning Machinery and Supplies Exhibit, Convention Hall
11 a.m.—N.C.A. Joint Laboratory and Raw Products Conference, American Room, Hotel Traymore
1:30 p.m.—N.C.A. Marketing Session, American Room, Hotel Traymore
2 p.m.—N.C.A. Canning Problems Conference, Room B, Convention Hall
2 p.m.—Raw Products Conference, Rose Room, Hotel Traymore
4 p.m.—Meeting of N.C.A. Fishery Products Committee, Pine Room, Hotel Traymore
5 p.m.—Drawings for attendance awards, Canning Machinery and Supplies Association, Convention Hall
7 p.m.—N.F.B.A. Annual Banquet, Grand Ballroom, Convention Hall
7:30 p.m.—Young Guard Banquet and Entertainment, American Room, Hotel Traymore

Tuesday, January 26

- 9 a.m.—Meeting of Prune Juice Committee, Pine Room, Hotel Traymore
10 a.m.-5:30 p.m.—Canning Machinery and Supplies Exhibit, Convention Hall
5 p.m.—Drawings for attendance awards, Canning Machinery and Supplies Association, Convention Hall
7:30 p.m.—Captain's Dinner (dinner dance), sponsored by Canning Machinery and Supplies Association, Chalfonte Hotel
9 p.m.—Shore Party, sponsored by Canning Machinery and Supplies Association, Haddon Hall

Wednesday, January 27

- 10 a.m.-3:30 p.m.—Canning Machinery and Supplies Exhibit, Convention Hall
3 p.m.—Drawings for attendance awards, Canning Machinery and Supplies Association, Convention Hall

President's Farm Program

(Concluded from page 7)

represent the views of farm organizations, officials of the U. S. Department of Agriculture, and his bipartisan National Agricultural Advisory Commission.

Following is the portion of a "question-and-answer" statement by USDA relating to the proposals for fruits and vegetables:

"Fruits and vegetables: Present provisions for the use of section 32 funds in behalf of fruits and vegetables would be continued. These funds taken from tariff receipts are used in case of market distress for limited purchases of market surpluses, for diverting products from normal marketing channels or into export outlets, and for similar purposes.

"Marketing agreements also would be continued, but would be liberalized in several ways: First, to include additional commodities to which marketing agreements are suitable. Second, to enlarge and clarify the authorization for agencies established under marketing orders to engage in or finance, within reasonable limits, research work from funds collected under the marketing order.

"Third, to provide for the continuous operation of marketing agreements, despite short-term price fluctuations, where necessary to assure orderly distribution throughout the marketing season. And fourth, to obtain congressional approval for enlarging and clarifying the authorization for the use of marketing orders to promote marketing efficiency, including the regulation of containers and types of pack for fresh fruits and vegetables.

"In addition, the new program would also require legislation to allow assistance to potato growers in the same manner as is available for producers of other fruits and vegetables. All price support assistance to potato growers was removed several years ago when difficulties arose involving much waste and expense. The new proposal would not restore the old program, but would simply give potato growers the same type of assistance that is available to other producers of fruits and vegetables."

The President's message dealt largely with a program for price support on the major crops, for which flexible supports based on a modernized parity formula are proposed.

Senator Aiken (Vt.), chairman of the Senate Agriculture Committee, announced that the Committee will begin hearings January 18 on the administration's new farm program.

PERSONNEL

Northwest Canners Association

The Northwest Canners Association elected the following officers recently at the association's annual convention:

President—Vernon Whitney, Walla Walla Canning Co., Walla Walla, Wash.; first vice president—Berkeley A. Davis, Rogers Canning Co., Milton-Freewater, Ore.; second vice president—Norman Merrill, Blue Lake Packers, Inc., Salem, Ore.; executive vice president and secretary-treasurer—Cecil R. Tulley, Portland, Ore. (re-elected).

Calif. Processors and Growers

California Processors and Growers, Inc., has elected the following officers:

President—A. D. Schwaner, F. M. Ball & Co., Inc., Oakland; vice president—George A. Gooding, California Packing Corp., San Francisco (re-elected); and executive vice president—John W. Bristow, Oakland (re-elected).

PUBLICITY

N.C.A. Western Branch Lab

The research laboratory building of the N.C.A. Western Branch Laboratory in Berkeley, Calif., has been singled out for its design in the December issue of *Progressive Architecture*, monthly trade journal.

The three-page article describes the major features of the building's design and pictures details of construction. The magazine states, in part:

"The result is an exterior which is bold and simple and which does not appear excessively heavy—the objection of so many reinforced-concrete structures. The interior is clean, quite flexible, and well lighted, reflecting the same straightforward approach to the problem that the exterior does."

Better Homes and Gardens

Canned foods buying information is given to the readers of the January issue of *Better Homes and Gardens* magazine in an article by Myrna Johnston, food editor. Canned tomato soup is the feature of another article in the same issue.

In easily readable chart form, the article entitled "Be A Sharp Shopper—Know Can Sizes, Labeling," shows

the popular size cans and jars with the cup measure for each shown at the side. Along with this, a list of the foods popularly packed in each is given.

Mrs. Johnston begins, "There's little time these days to chat with your food dealer about the best buys in canned foods or the quality to choose for different uses. And, of course, in a self-service store you're on your own. That's why canned food labels are more important than ever—they are your dependable advisers once you head down the long aisle of canned foods." The rest of the information is listed under the topics, "Be a label reader, Get acquainted with brands, News in dietetic canned foods, and Read the label for the inside story."

Another article, "Delicious Dishes with One Can of Tomato Soup," gives eight short suggestions, and six recipes for using tomato soup.

N.C.A. Research Report on Waste Lagoons

The Association's Washington Laboratory has issued a special report, Research Report No. 1-54, entitled "1953 Lagoon Studies", which presents results of several types of lagoon treatment on which observations were made and data gathered during the 1953 canning season.

The treatments, applied either for strength reduction, odor control, or both, included several enzyme preparations, odor-masking chemicals, and sodium nitrate.

Copies are available for those having a special interest in this topic, and may be obtained on request from the Washington Research Laboratory.

STATISTICS

Spinach for Processing

The 1954 acreage of winter and spring spinach for processing in Texas and California is expected to total 12,100 acres, according to a report by the Agricultural Marketing Service, USDA. Such an acreage would be 2 percent more than the 11,900 acres planted last year but 26 percent below the 1943-52 average plantings of 16,330 acres.

Most of the increase in the Texas acreage, which is forecast at 6,000 acres, is in the non-irrigated Coastal Bend area where moisture conditions have been favorable this season.

1953 Pack of Tomatoes

The 1953 pack of canned tomatoes totaled 20,841,255 actual cases, about one-fifth smaller than the 1952 pack of 25,176,437 cases, according to a report by the N.C.A. Division of Statistics.

The No. 2 can lost its position as the most used container. The pack in No. 2 cans dropped by almost 60 percent and the pack in No. 303 cans rose about 50 percent.

1953 Pack of Tomatoes by States

State	1952	1953 (actual cases)
New York.....	540,429	505,166
Maryland.....	5,969,842	4,335,291
Delaware.....	109,400	114,400
New Jersey.....	178,306	235,561
Pennsylvania.....	662,855	668,078
Va. & W. Va.	753,782	627,426
Ohio.....	1,294,453	1,459,918
Indiana.....	2,064,894	1,897,035
Tenn. & Ky.	166,214	76,884
Oklar.	863,477	204,292
Colorado.....	412,181	427,150
Utah.....	575,297	604,814
California.....	9,641,873	8,745,396
Other states.....	2,342,814	2,849,805
U. S. Total.....	25,176,437	20,841,255

1953 Pack of Tomatoes by Container Size

Container Size	1952	1953 (actual cases)
24/2.....	8,933,132	3,942,521
48/12.....	173,815	84,422
48/1P.....	608,033	672,958
48/1T.....	237,280	198,833
34/300.....	6,044,681	8,929,070
24/316.....	4,970,033	3,927,937
6/10.....	4,483,655	4,123,456
Misc. tin & glass.....	35,808	62,048
U. S. Total.....	25,176,437	20,841,255

1953 Packs of Catsup and Chili Sauce

The 1953 packs of catsup and chili sauce have been reported by the N.C.A. Division of Statistics as follows:

1953 Pack of Catsup

Container Size	1952	1953 (actual cases)
Glass Bottles:.....		
24/8Z.....	35,380	(a)
24/12Z.....	975,344	980,763
24/14Z.....	16,267,151	15,963,025
No. 10 tin.....	3,037,217	2,114,453
Misc. tin & glass.....	336,705	108,262
U. S. Total.....	19,651,996	19,115,503

(a) Included in Miscellaneous.

1953 Pack of Chili Sauce

Container Size	1952	1953 (actual cases)
12 oz. glass.....	2,650,832	2,159,077
No. 10 tin.....	163,092	204,846
Misc. tin & glass.....	34,067	109,727
U. S. Total.....	2,848,021	2,563,450

1953 Pack of Green and Wax Beans

The total 1953 pack of canned green and wax beans amounted to 23,896,816 actual cases as compared with the 1952 total of 17,209,668 cases, according to a report by the N.C.A. Division of Statistics.

The 1953 pack of 20,548,517 cases of green beans amounts to 19,591,708

standard 24/2 cases. The pack last year was the equivalent of 13,809,532 standard cases.

The 1953 pack of 3,348,299 cases of wax beans amounts to 3,019,066 standard 24/2 cases, compared with 2,536,416 standard cases last year.

1953 Pack of Green and Wax Beans

State	Green Beans		Wax Beans	
	1952	1953 (actual cases)	1952	1953 (actual cases)
Me., Vt., and Mass.	79,745	179,787	344,315	489,305
New York.....	1,958,328	2,295,001	1,009,097	1,339,152
Md. and Del.	2,682,177	3,805,916	82,798	107,990
Pennsylvania.....	385,061	470,300	202,854	245,758
Michigan.....	563,037	669,731	179,179	278,213
Wisconsin.....	1,457,888	1,715,320	702,915	708,190
Iowa and Nebr.	(a)	(a)	(a)	(a)
Ky. and Tenn.	760,863	1,375,395
Ark., Mo., and Okla.	462,351	1,108,441	(a)	20,076
Texas.....	523,301	1,514,309	(a)	(a)
Colorado.....	353,700	452,119	120,376	100,157
Utah and Idaho.....	262,931	262,755	(a)	(a)
Washington.....	591,125	580,128	(a)	43,778
Oregon.....	3,113,834	3,542,183	(a)	
California.....	548,840	939,168	(a)
Other states.....	669,302	1,029,975	85,717	29,280
U. S. Total.....	14,302,382	20,548,517	2,817,281	3,348,299

(a) Included in other states.

Stocks of Tomato Products on Dec. 1 and Season Shipments

Reports on canners' stocks and shipments of canned tomato products have been issued by the N.C.A. Division of

Statistics, and detailed reports have been mailed to canners packing those items.

Item	Carry-over month	Total Supply	Stocks, Dec. 1, 1952	Season Shipments to Dec. 1, 1953
		(1952)	1952	1953
Tomatoes.....	July	26,903	25,800	13,854
Tomato juice.....	July	36,722	38,967	21,929
Catsup.....	July	25,413	25,577	16,111
Chili sauce.....	July	3,605	3,425	2,164

December 1 stocks in the hands of California canners amount to 6,001,250 cases of tomatoes, 8,845,074 cases of tomato juice, 6,165,946 cases of catsup, and 881,577 cases of chili sauce.

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